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AS POPULATION AGES, URGENT NEED TO EDUCATE MEN AND THEIR FAMILIES ABOUT PROSTATE CANCER

DOWNERS GROVE, ILL. – Aug. 23, 2005 – The incidence of prostate cancer increases dramatically as men age. Currently, the baby boomer population - those individuals born between 1946 and 1964 - makes up about 30 percent of the U.S. population. The first wave of the 77 million baby boomers will be turning 60 next year during 2006. President Bush, for example, just turned 59. Those born at the height of the baby boom will be turning 50 next year and the youngest will be turning 40. As a result, during the next 10 years, the number of men diagnosed with prostate cancer is expected to increase by 40 percent from approximately 230,000 to over 300,000 a year. Furthermore, it's expected that over the next 10 years, the number of prostate cancer deaths could rise from 30,000 to 50,000 per year.

As Us TOO International, a non-profit education and support group organization, celebrates its 15th anniversary, Thomas Kirk, President & CEO says, "We take note of these alarming statistics, and remain firmly committed to educating men and their families about regular screenings and early detection, various treatment options, and the importance of education and support for prostate cancer patients, their companions and families."

Because of the medical advances, increased education and public awareness over the past 15 years, many men have been diagnosed earlier and have received successful treatment. Public figures such as former New York Mayor Rudolph Giuliani, Colin Powell, Senator John Kerry and New York Yankees manager Joe Torre have described their courses of treatment, and talked about the effect prostate cancer has upon their lives and the lives of their loved ones. Us TOO's international network of volunteers has been educating men

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and their families about the medical advances from prostate cancer research, the availability of support groups, and the different sources of treatment for the various stages of prostate cancer since 1990 when it was founded by five prostate cancer survivors looking for information and support.

But with an aging population and larger number of men expected to be diagnosed, much more needs to be done. Jim Kiefert, EdD, Us TOO Chairman of the Board states, “As Us TOO looks to its next 15 years, we see the challenges an aging society presents and will continue to encourage all men to be screened at age 45. We recommend that men with a family history of prostate cancer and those at high risk such as African American men to get screened at age 40.” Establishing a PSA baseline and monitoring any changes annually is the best way to "know your PSA" and have the information to manage your health. September is Prostate Cancer Awareness Month – a perfect opportunity to get checked.

About Us TOO

Us TOO International Prostate Cancer Education and Support Network is a non-profit education and support group organization with more than 325 chapters throughout the world, providing men and their families with fellowship, peer counseling and timely, personalized, unbiased and reliable information about prostate cancer, enabling informed choices about detection, treatment options, and quality of life after treatment. Visit www.ustoo.org or call 800-80-UsTOO (800-808-7866) for more information.

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